



THE AUSSIE PACK

16 paws of herding chaos

@theaussiepack4 · 4 Australian Shepherds

Pet content creator · UGC · Brand partnerships

MEET THE PACK

Molly, Birra, Bondi & Blue, four Australian Shepherds with four big personalities. I turn our daily chaos into viral, feel-good content that pet lovers can't stop watching.

REACH THAT TRAVELS · INSTAGRAM, LAST 90 DAYS

897K

Accounts reached

1.6M

Content views

29.7K

Engaged accounts

40K

Interactions

Small community (800+ followers and growing). The content travels far: 1.6M content views and 897K accounts reached in 90 days.

SECOND DISCOVERY ENGINE · FACEBOOK, LAST 28 DAYS

903K

Views

7.2K

Followers

+1.4K

New followers

98%

Views from non-followers

Almost every view comes from people who don't follow yet, and the community keeps compounding. Two platforms, one growth story.

AUDIENCE

32% in the USA, 71% women (of followers with identified gender), core age group 25-44, with UK, ES, NL and CA also strong. On Facebook the buyer profile sharpens: 80% USA, mostly women 45 and up, the prime pet-buying demographic.

CONTENT THAT PERFORMS

VIRAL POV REELS

Emotional hooks + humor. Top reel: 325 likes from a single post.

HONEST PRODUCT TESTS

4 professional destroyers. If it survives us, it survives anything.

DAILY PACK LIFE

Training wins & fails, routines, unfiltered Aussie chaos.

WORK WITH ME

Sponsored Reel + 2 Stories

from \$150

Product in action with the pack, posted to feed + stories.

UGC video for your ads

from \$120

30-45s raw, vertical, with hook. For your paid social & website.

Gifted product review

product only

Honest test with 4 Aussies: reel or photo set.

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instagram.com/theaussiepack4 · Based in the USA & Europe